

TOP MARKS FOR TECHNOLOGY FOR MARKETING

Submitted by: CMP Information Ltd

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London, July 30, 2001. Technology For Marketing 2001, the event where technology and marketing unite, is a finalist in the prestigious Marketing Events Awards in the categories for Best New Exhibition and Best Business Exhibition.

Technology For Marketing was a launch show uniquely positioned to fill the gap within the current exhibition landscape by offering end-users all the marketing-related, customer-centric technology solutions under one roof. The show addressed an audience who needed to be informed of the business benefits of using current and new technologies, in a jargon free environment, to further enhance their marketing mix.

The show covered the whole range of technologies which enable better customer understanding, analysis and targeting (such as Databases, Data Warehousing and GIS) and customer interaction (such as call centres, sales force automation, CRM, internet/e-commerce, e-marketing and marketing automation software).

TFM 2001 achieved all targets set out in the marketing campaign and attracted 3,328 attendees and 92 exhibitors to the two-day event held at Olympia 2, London. The event attracted a number of visitors from across a number of industries in the marketing and IT industries including, marketing, sales, customer service, call centre, new business development, commercial/corporate, IT and telecom management.

"We are delighted to have reached the finals of the awards in the first year of the event," commented Zahoor Ahmed, recently appointed Group Marketing Manager for Technology For Marketing and Call Centre Expo. "The event team worked extremely hard to get the launch show off the ground and achieve the high standards expected by exhibitors and visitors to the show. Being nominated as finalists for these prestigious awards make all the hard work and effort worthwhile."

Now in its fourth year The Marketing Event Awards are a mirror to the industry. The objectives of the awards continues to honour proven effectiveness and creativity, thus encouraging the highest standards of excellence in the exhibition and live events industry.

The panel of judges were drawn from across a number of industries including client, agency, venues and suppliers. The judges looked for a number of variables when short-listing the finalists for each category. In particular the judges looked for understanding of business issues or objectives, innovative thinking and integration within the marketing mix, design creativity, creative impact and entertainment and effectiveness of entry.

"I am thrilled that the judging panel have recognised the hard work, the determination and the unique aim of Technology For Marketing," commented Mark Snell, Portfolio Director for Technology For Marketing. "The launch of Technology For Marketing was very successful considering the past year has been very tough for the industry. The competition to get to the final of the awards must have be very close and being a finalist is a reflection of the efforts that were put into the entry and the event."

The awards presentation will take place on Friday 28th September 2001 at the Royal Lancaster Hotel, Lancaster Terrace, London W2.

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About CMP Europe Ltd

CMP Europe Ltd. has more than 20 years of experience in producing industry leading, business-to-business events and publications that reflect the rapidly changing and diverse market of IT. The Company remains at the forefront of the industry by continuously developing existing events and adding new products to its portfolio. CMP's current successful events and publications in the UK include Com Europe and Call Centre Focus magazines and Networks Telecom Europe, GIS, Call Centre Expo and Technology For Marketing events.

CMP Europe Ltd is a leading provider of business to business marketing services and information to the hi-tech markets of IT, electronics and games. The expanding range of events, publications and on-line services benefit from CMP's strong industry focus and, as part of CMP Media Inc, a unique global and regional reach. CMP Europe was formerly the IT, electronics and games interests of Miller Freeman UK. Further information about CMP Europe can be found at <http://www.cmp-europe.com>. CMP Media Inc. (<http://www.cmp.com>) is part of United Business Media, formally United News & Media plc. Further information can be found at <http://www.unitedbusinessmedia.com>

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